

# Liza Shokhina

Product designer

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## Profile

I design the console and control-panel experience at Selectel, a cloud provider, where reducing cognitive load and helping users stay in flow is the core of the work. MSc in UX Analytics (HSE) and BSc in Psychology (SPbU); my focus is Human-Computer Interaction.

## Areas of Expertise

Product design · UX · UI · Interaction design · Information architecture · Design systems · Complex B2B interfaces · Developer tools and cloud consoles · End-to-end design · UX/Product analytics · Data-informed design · User research · Design process

## Professional Experience

**Product designer,** (*Selectel, Cloud provider, Console platform design unit*)   **St. Petersburg, Russia**   04/2025 - present

- Designed and documented a unified pattern for ordering and managing services in the control panel of a complex B2B cloud platform, contributing the pattern back to the design system as reusable templates and components; ran an internal presentation for the design team and advised colleagues on adoption, cutting design and engineering time on routine work.
- Reworked mobile navigation over a complex information architecture: removed legacy patterns, designed multi-level menu logic and inter-level transition animations, and validated the flow through hallway usability testing on an interactive prototype.
- Designed interface changes for information security products: gathered context from several teams and delivered to release on deadline, reducing manual work in the order flow and preventing mispriced orders.

**Designer,** (*CHDK-PRAVO, Legal software distributor*)   **St. Petersburg, Russia**   10/2024 - 04/2025

- Redesigned the news section in the client's personal account: reworked the layout of the feed and article pages to improve readability and make it easier to navigate between materials, which increased scroll depth and audience engagement with the section.
- Designed promotional landing pages for company events, tailoring each to the company's brand style and the goals of the specific marketing campaign, assembled them in a site builder, handling all from mockup to published page.
- Produced supporting banners, print, social and email assets to brand guidelines.

**UX Researcher,** (*TecForce, Internal HR product for onboarding*)   **St. Petersburg, Russia**   03/2024 - 05/2024

- Took the discovery brief from stakeholders, wrote the interview guide and screening criteria, and ran 10 in-depth interviews (20–60 min), adapting as themes emerged.
- Built an affinity map from the coded data to surface recurring pain points and needs, then structured the findings into a JTBD framework and turned interview findings into MVP recommendations.

## Education

**MSc UX Analytics and Information System Design**   *HSE University*   **Saint Petersburg, Russia**   2024–2026

Relevant Courses: Data Analysis, Data visualization, UX design, System analysis, Natural Language Processing.

Thesis: eye-tracking study of cognitive load in cloud provider console interfaces.

**BSc Psychology**   *Saint Petersburg State University*   **Saint Petersburg, Russia**   2019–2024

Relevant Courses: Research Methods, Statistics, Psychometrics, Cognitive Psychology, Experimental Psychology.

Thesis: qualitative study of student attitudes toward online vs offline learning.

## Skills

- Design and Prototyping:** Figma, Principle, Adobe Illustrator
- AI-assisted coding:** Claude Code, Opencode, Cursor
- User research:** User interviews, Usability testing, Eye-tracking, Heuristic evaluation, Affinity mapping, JTBD
- Data and Analytics:** Product analytics, Data visualization, python, SQL
- Process:** Design systems, Design handoff / specs, Documentation, Scrum / Agile
- Soft Skills:** Cross-functional communication, Presentation, Analytical thinking, Adaptability, Problem-solving

## Languages

- English [B2]
- Russian [Native]